

## CLAIMS

### WE CLAIM:

1. A signal embodied in a carrier wave identifying a transaction between a buyer and a seller, the signal comprising:
  - a first string of characters that identifies the buyer in a database;
  - a second string of characters that identifies a product in the database; and
  - 5 a third string of characters that identifies a fulfillment method in the database.
2. The signal of claim 1, wherein the first string is sequentially assigned to each buyer.
3. The signal of claim 1, wherein the second string is generated by representing a universal product code (UPC) of the product in a higher base.
- 10 4. The signal of claim 1, wherein the third string is sequentially assigned to each fulfillment method.
5. The signal of claim 4, wherein the fulfillment method includes one of delivery of the item to the buyer and pickup of the item by the buyer at a predetermined location.
6. The signal of claim 1, further comprising a fourth string of characters that  
15 identifies a price of the product in the database.
7. The signal of claim 6, wherein the fourth string is generated by converting the price to a higher base.
8. The signal of claim 7, further comprising a fifth string of characters that identifies a currency type of the price in the database.
- 20 9. The signal of claim 1, further comprising a fourth string of characters that identifies an expiration date to complete the transaction between the buyer and the seller.

10. The signal of claim 9, wherein the fourth string is generated by converting the expiration date to a higher base.
11. The signal of claim 1, further comprising a fourth string of characters that identifies a maximum number of uses of the signal in the database.
- 5 12. The signal of claim 11, wherein the fourth string is generated by converting the maximum number of uses to a higher base.
13. The signal of claim 1, further comprising a fourth string of a parity checksum.
14. The signal of claim 1, further comprising a fourth string that identifies an issuer of the signal.
- 10 15. The signal of claim 14, wherein the fourth string is sequentially assigned to each issuer of the signal.
16. The signal of claim 15, wherein the issuer of the signal is distinct from the seller.
17. The signal of claim 1, further comprising a fourth string that identifies a date the signal was created.
- 15 18. A signal embodied in a carrier wave identifying a unique transaction between a buyer and a seller, the signal comprising a plurality of characters including:
  - a first string of characters that identifies the buyer in a database;
  - a second string of characters that identifies a product; and
  - a third string of characters that identifies at least one of a price for a product, an
- 20 issuer of one of the first and second strings, an expiration date to complete the unique transaction, a creation date when the signal was created, and a maximum number of times the signal can be used.
19. The signal of claim 18 wherein:
  - each string identifies a record in a database.

20. A signal embodied in a carrier wave, the signal comprising:  
a contiguous set of characters that uniquely identify a transaction for sale of an item by a seller to a buyer.
21. The signal of claim 20 wherein:  
5 said characters are selected from a group consisting of alphanumeric characters and punctuation characters.
22. The signal of claim 20 wherein:  
said contiguous set of characters identifies in a database each of the buyer and the item; and  
10 said contiguous set of characters further identifies at least one of: a price for the item, a maximum number of items available at the price, an expiration date to complete the transaction, and a creation date when the signal was created.
23. A method for selling a product, comprising:  
generating a string of characters identifying a transaction between a seller and a  
15 buyer on a sale of the product before the buyer is aware of the transaction;  
sending to the buyer the string of characters;  
receiving the string of characters back from the buyer if the buyer wishes to purchase the product; and  
using the string of characters to determine at least the product and the buyer.
- 20 24. The method of claim 23, further comprising delivering the product to an address of the buyer.
25. The method of claim 23, further comprising associating the string of characters to the buyer, the product, a fulfillment method of the product, and a price of the product.
26. The method of claim 23, wherein said generating comprises sequentially  
25 assigning characters to form the string of characters.
27. The method of claim 23, wherein said generating includes assigning a string of characters to an issuer of the string of characters.

28. The method of claim 23, wherein said generating includes assigning a string of characters to a buyer.
29. The method of claim 23, wherein said generating includes assigning a string of characters to a product.
- 5 30. The method of claim 23, wherein said generating includes assigning a string of characters to a fulfillment method.
31. The method of claim 23, wherein said generating includes assigning a string of characters to a price.
32. The method of claim 23, wherein said generating includes assigning a string of  
10 characters to a currency type.
33. The method of claim 23, wherein said generating includes assigning a string of characters to an expiration date.
34. The method of claim 23, wherein said generating includes assigning a string of characters to a number of maximum uses of the string of characters.
- 15 35. The method of claim 23, wherein said generating includes assigning a string of characters to a date the string of characters is created.
36. The method of claim 23, further comprising registering the buyer.
37. The method of claim 36, wherein said registering comprises receiving one or more of a buyer name, an address, billing information, and areas of interest in products.
- 20 38. The method of claim 23, wherein said sending comprises sending an advertisement including the string of characters to the buyer.
39. The method of claim 38, further comprising generating an advertisement for the product that includes the string of characters.

40. The method of claim 23, further comprising billing the buyer for the transaction between the buyer and the seller.

41. The method of claim 23, further comprising registering the seller.

42. The method of claim 41, wherein said registering comprises receiving one or  
5 more of a name, an address, a telephone number, a tax payer identification, and a payment information.

43. The method of claim 42, further comprising receiving product information from the seller including one or more of a product number, a description, an illustration, a price, a fulfillment method, an expiration date for the transaction, and a maximum  
10 number of uses of the string of characters.

44. The method of claim 43, further comprising generating an advertisement from the product information that includes the string of characters.

45. The method of claim 23, further comprising paying the seller for the transaction between the buyer and the seller.

46. The method of claim 23, further comprising sending to the seller the product number and an address of the buyer.

47. A method for purchasing a product, comprising:  
receiving a plurality of character strings identifying a corresponding plurality of transactions between a buyer and a seller;  
20 selecting a first string from the multiple strings;  
sending the first string to the seller; and  
wherein each string identifies at least a product or service, and further identifies information unrelated to said product or service.

48. The method of claim 47, wherein each of the multiple strings identifies a delivery  
25 method of a product

49. The method of claim 47, wherein each of the multiple strings identifies a sale of a product.

50. The method of claim 47, further comprising selecting a second string from the multiple strings.

5 51. The method of claim 50, further comprising sending the second string to the seller.

52. The method of claim 51, wherein a buyer's selection of the first string and said sending the second string occurs concurrently.

53. A first computer displaying a graphical user interface comprising:  
10 a first plurality of product information;  
a first check box, wherein a first computer code for the first check box includes a first string identifying a first transaction between a seller and a buyer;  
a second plurality of product information; and  
a second check box, wherein a second computer code for the second check box  
15 includes a second string identifying a second transaction between the seller and the buyer.

54. The computer of claim 53, further comprising a submit button, wherein a third computer code for the submit button includes instructions to send one or more of the first and second strings to a second computer in response to a selection of one or more of the first and second check boxes.

20 55. A storage medium encoded with a table comprising:  
buyer information including buyer names;  
product information including product numbers;  
fulfillment information including fulfillment methods; and  
strings of characters that identifies unique transactions between a buyer and a  
25 seller, wherein each string of characters is assigned to a transaction between the buyer and the seller before the buyer is aware of the transaction.

56. The medium of claim 55, wherein the buyer information further includes buyer addresses.
57. The medium of claim 55, wherein the buyer information further includes buyer password.
- 5 58. The medium of claim 55, wherein the product information further includes seller names.
59. The medium of claim 55, wherein the product information further includes prices of the products.
60. The medium of claim 55, wherein the fulfillment information further includes a  
10 fulfiller.
61. The medium of claim 55, further comprising expiration dates for the use of the strings of characters.
62. The medium of claim 55, further comprising maximum numbers of uses of the strings of characters.
- 15 63. The medium of claim 55, further comprising number of past uses of the strings of characters.
64. The medium of claim 55, further comprising creation dates of the strings of characters.